



CCP OrCAD X Webinar Campaign Kick-off

Design in Harmony: Seamless ECAD and MCAD Collaboration

Live Webinar: March 20, 2024

Webinar Overview

- **Title**
 - [Design in Harmony: Seamless ECAD and MCAD Collaboration](#)
- **Date & Time**
 - Wednesday, March 20th – 2 sign-up times available
 - 8 AM PST
 - 5 PM PST
- **Host/Speakers**
 - Supreeth Mannava, Cadence (Host)
 - Vincent Di Lello, Cadence
 - Edwin Robledo, Autodesk
- **Summary**
 - This 1-hour webinar will showcase the collaborative synergy between ECAD and MCAD designers. Cadence and Autodesk recently announced a co-developed ECAD-MCAD integrated approach that bridges the gap across electromechanical workflows. The webinar covers the collaboration capabilities between Cadence and Autodesk to empower designers using Fusion's advanced PCB 3D modeling tools, facilitating the meticulous design of enclosures or compliance with existing ones and cross-referencing the design capabilities to enable more accurate component placement during changes to the PCB in the 3D Model assembly and ensuring product functionality and market readiness.
- **Target Audience**
 - ECAD/MCAD Librarian
 - PCB Designer
 - MCAD Designer
 - PCB Design Manager
 - MCAD Design Manager
 - Product Project Manager
- **Product**
 - OrCAD X PCB Editor
- **Focus**
 - Demonstrating new ECAD/MCAD collaboration
- **Attendees will learn:**
 - What are the latest developments in the integration and synchronization between Cadence and Autodesk Fusion?
 - How does co-design work?
 - What information is being transferred between domains in this integration?
 - How can this environment be used to successfully co-design complex projects?

Cadence Outbound Email and Social Media Plan

Email Schedule

Email 1 - Invitation	Email 2 – Invitation Reminder	Email 3 – CVENT Reminder	Email 4 – Thank You	Email 5 – Recording Ready
5-Mar-24	13-Mar-24	20-Mar-24	20-Mar-24	27-Mar-24

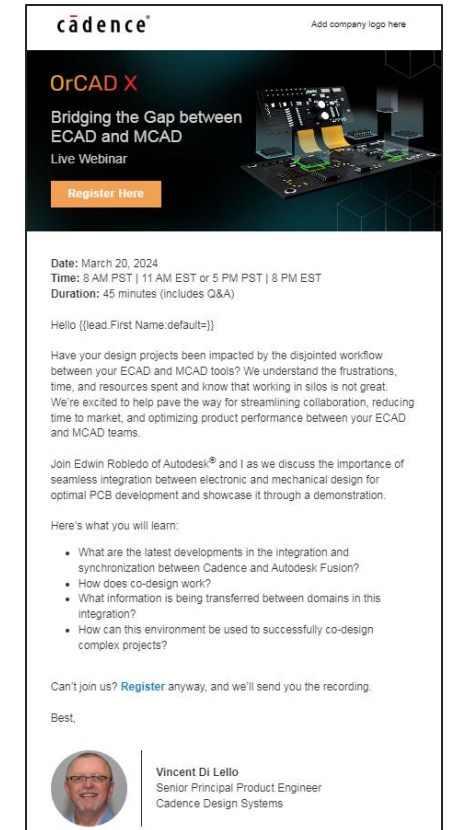
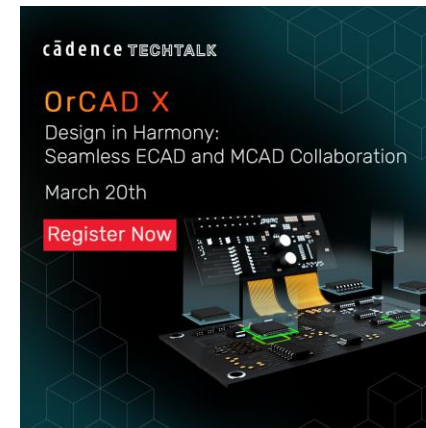
- 1st email – Invitation to sign up for the webinar
- 2nd email – Invitation reminder will only be sent to those who have not opened and clicked on the 1st email invitation to sign up
- 3rd email – CVENT will send a reminder to all registrants 1 hour before webinar start time
- 4th email – Thank you and Sorry we missed you emails sent along with an asset
- 5th email – *Tentative send date depending on when edited recording will be available

Social Media Schedule

Post 1 – On Facebook, X, and LinkedIn	Post 2 – On Facebook, X, and LinkedIn	Post 3 – On Facebook, X, and LinkedIn
6-Mar-24	11-Mar-24	18-Mar-24

Marketing Kit Materials

- Graphics
 - Page Banner
 - Email Banner
 - Social
- HTML Email Template
- Recording (after webinar)
- Follow-up Asset (after webinar)



Webinar Promotional Materials are located on the CCP Portal [here](#).



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